A METHOD AND SYSTEM FOR CONTROLLING AND AUDITING CONTENT/SERVICE SYSTEMS

ABSTRACT OF THE DISCLOSURE

An improved interactive network system is provided that allows the

Network Operator to control the transfer of information to and from the network end

users, the system preferably using triggers or markers embedded within the programming

broadcast to users via the network. As a consequence of this system, the Network

Operator is able to efficiently garner revenues from third parties transacting business over
the network and to control the look and feel of programming offered to network users.

Additionally the system can be used as a means of limiting network access, filtering
programming, providing on-screen graphics or audible signals for particular programming
types or providers, bookmarking programming, profiling network users, targeting
advertising, and simplifying network transactions.